

IMPACT REPORT: DXE VS. SMITHFIELD

DxE's 2017 investigation of Smithfield's Circle Four Farms in Utah has had a profound impact on the public, the animal rights movement, and the multinational corporation itself. Here's how:

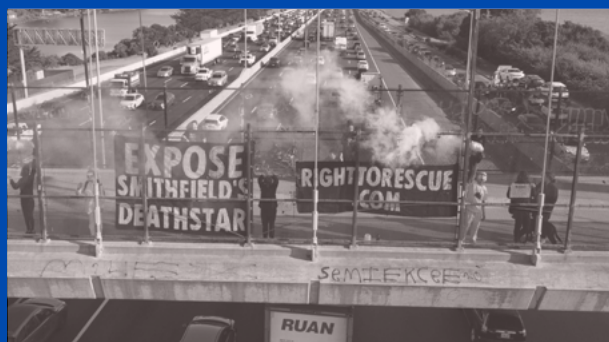


MEDIA

From [The New York Times](#) to one of the most read [Intercept](#) articles ever, our exposé and the subsequent prosecution of DxE investigators has captured the media's attention and has been covered over 100 times - and even influenced journalist Glenn Greenwald to go vegan.

MOBILIZATION

In the months following the FBI raids, where agents went to multiple sanctuaries looking for the rescued piglets, and the filing of felony charges against DxE investigators, hundreds of activists converged to take action in Utah. Undeterred, over 1,000 participated in the Animal Liberation Conference that same year, rescuing 46 chickens. Footage from the investigation and related campaigns have been viewed millions of times.



LEGISLATION

Watching footage from inside Smithfield's Circle Four Farms drove San Francisco Supervisor Katy Tang to want to pass meaningful legislation for animals - leading her to introduce a fur ban which set the stage for the entire state of California to ban the sale of fur.

COALITIONS

We have brought together a strong coalition of activists and influencers who are speaking out against Smithfield, from celebrities like James Cromwell and Moby, to leaders in the animal rights movements like Ingrid Newkirk, and environmental and civil rights organizations.



CLOSURES

In 2022, Smithfield announced that, due to the cost of doing business, it would be scaling back Circle Four Farms by two-thirds and closing down its main West Coast slaughterhouse: Farmer John's in Los Angeles.

We are incredibly proud of everything we've accomplished as a network in our fight against Smithfield. We went up against the #1 pig killer in the world and the FBI, and we came out stronger. We protected Lily and Lizzie, we continued our investigations into Smithfield facilities in North Carolina, Virginia, Arizona, and California, and now, the time has come for us to face off against Smithfield in court. We are prepared, motivated, and inspired to keep the battle for justice going.

If you feel compelled to support our work, you can do so [here](#). Thank you for being part of the team.